From: Teng, Simon

Sent: 6/5/2014 8:39:37 AM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 85892299 - SOUTH BEACH SWIMWEAR - N/A - Request for Reconsideration Denied - Return to TTAB - Message 11 of 17

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Attachment Information:

Count: 5

Files: dfs22jjh-1.jpg, dfs22jjh-2.jpg, dfs22jjh-3.jpg, dfs22jjh-4.jpg, dfs22jjh-5.jpg

WOMEN'S - SWIMSUITS / 309 ITEMS

FEATURED SHOPS

Slimming Swimwear
Shop by Pattern
Trending - Little Black Suit
The Swim Guide
The Swim Tee Collection

CATEGORIES

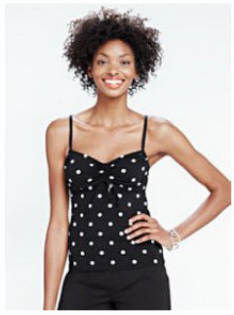
Women's
Swimsuits
Tankini & Bikini Separates (207)
One-piece Swimsuits (47)
Cover-ups (26)
Rash Guards & Cover-ups To Swim In (33)

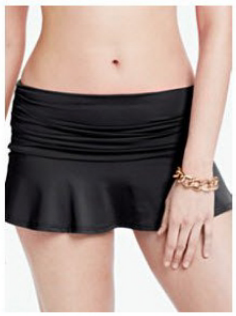
STYLE

Tank (41)
Swimdress (6)
Dresskini (5)
Tankini Top (59)
Tunic Top (12)
Bikini Top (34)
Swim Tee (18)
SwimMini Skirt (36)

SWIM SOLUTIONS

Sort: Recommended View: Images: 24 | 72 1 2 3 4 5





- Flatten Tummy (61)
- Full Body Slimming (30)
- Minimize Bust (56)
- Enhance Bust (63)
- Conceal Thighs (61)
- Create Curves (39)
- Sun Protection (22)
- Camouflaging (48)

SIZE RANGE

- Regular (268)
- Plus (143)
- Petite (73)
- Tall (35)
- Petite Plus (2)
- Tall Plus (14)

BRA CUP

- Regular (111)
- Plus (58)
- D-cup (18)
- DD-cup (25)
- DDD-cup (26)
- Bra Sized Swim (16)
- Mastectomy (11)

BRA STYLE

- Sewn-in Soft Cups (105)
- Underwire (47)
- Removable Soft Cups (33)
- Shelf Bra (15)
- No Soft Cups (8)
- Lined/No Bra (1)

COLLECTION

- Beach Living (83)
- Shape & Enhance (19)
- Bella Flora (8)
- Slender Suit (26)
- Beach Club (24)
- SwimMates (56)

Quick Shop

Women's Stripe Crewneck Swim Tee Rash Guard

$39.00 - $55.00

(81)

As seen in Vogue and In Style magazines
As seen on the Today Show
The Skin Cancer Foundation recommends this fabric as an effective UV protectant

Quick Shop

Women's Leaf Grecian One Piece Slender Suit

$119.00 - $145.00

(20)

As seen in Ladies' Home Journal magazine

Quick Shop

Women's Beach Living Polka Dot Adjustable Scoop Tankini Top

$59.00 - $65.00

(12)

BEST SELLER

Quick Shop

Women's Beach Living Flounce Mini SwimMini Swim Skirt

$22.97 - $55.00

(116)

Quick Shop

Women's Stripe Cotton Jersey Roll Sleeve Cover-up

$45.00 - $55.00

(27)

Quick Shop

Women's Crewneck Swim Tee Rash Guard

$35.00 - $49.00

(60)

The Skin Cancer Foundation recommends this fabric as an effective UV protectant

Quick Shop

Women's Beach Living Tapestry Shirred Tankini Top

$59.00 - $65.00

(30)

Quick Shop

Women's Multi Stripe Crewneck Swim Tee Rash Guard

$39.00 - $55.00

(22)

AquaSport (28)
Sport Tankini (6)
Little Black Suit (120)

SPECIFIC SIZE

- 2 (133)
- 4 (158)
- 6 (173)
- 8 (176)
- 10 (169)
- 12 (170)
- 14 (162)
- 16 (163)
- 18 (141)

COLOR

- Black (134)
- Blue (174)
- Brown (29)
- Gray (3)
- Green (22)
- Ivory (12)
- Multi (15)
- Orange (9)
- Pink (64)

PRICE RANGE

- Under $25 (72)
- $25 - $50 (118)
- $50 - $75 (108)
- $75 - $100 (62)
- $100 - $250 (21)

BRAND

- Lands' End (309)
- School Uniforms (1)

MORE WAYS TO SHOP

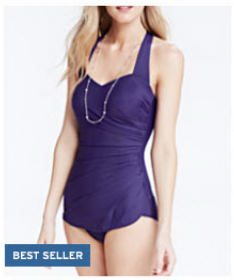
- New Arrivals (6)
- Sale (109)

Quick Shop

Women's Beach Living Paisley Adjustable Scoop Tankini Top

$59.00 - $75.00

(51)



Quick Shop

Women's Tunic One Piece Slendor Suit

$119.00 - $135.00

(807)

Quick Shop

Women's Beach Living Adjustable Scoopneck Tankini Top

$19.97 - $75.00

(204)

Quick Shop

Women's Plus Size Slender Suit Bubbles Pleated Scoop Tankini Top

$109.00

(3)

Quick Shop

Women's Slender Suit Scoopneck One Piece Swimsuit

$119.00 - $155.00

Quick Shop

Women's Beach Living SwimMini Swim Skirt

$55.00

Quick Shop

Women's Sleeveless Cotton Jersey Floral Tunic Cover-up

$29.00 - $35.00

Quick Shop

Women's Colorblock Multi Stripe Crewneck Swim Tee Rash Guard

$39.00 - $49.00

(23)

(381)

As seen on the Today Show

(19)

$39.00 - $49.00

Quick Shop

Women's Beach Living Tummy Control SwimMini Swim Skirt

$59.00 - $69.00

(804)

Quick Shop

Women's Beach Living Swim Shorts with Tummy Control

$55.00 - $65.00

(571)

Quick Shop

Women's Beach Living High Rise Swimsuit Bottom with Tummy Control

$9.97 - $49.00

(358)

Quick Shop

Women's Shape & Enhance Ultra High Rise SwimMini Swim Skirt

$49.99 - $99.00

(19)

Quick Shop

Women's Beach Living Hibiscus Scoopneck Tankini Top

$55.00 - $65.00

(27)

Quick Shop

Women's Beach Living Tummy Control Ultra High Rise SwimMini Swim Skirt

$65.00 - $75.00

(22)

Quick Shop

Women's Beach Living Mosaic Adjustable Scoop Tankini Top

Was $59.00 - $69.00
Now $39.99 - $54.99

(16)

Quick Shop

Women's Rope Crewneck Swim Tee Rash Guard

$39.00 - $49.00

Sort: Recommended View: Images: **24** | 72 **1** 2 3 4 5

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